

MTD Sales
727.92 L

Brand Share %
19.54 %

Information:

MTD : 01-03-2026 To 24-03-2026

* Branch where in Brand Share % is less than Overall State's Brand Share **19.54 %** are only listed below

Property	MTD Sales L	Brand Share %
LED TV	618.29	17.58 %
Home-The	109.62	52.68 %
Total	727.92	19.54 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	156.03	23.79 %
CHENNAI-02	110.19	24.32 %
TRICHY-01	101.36	19.93 %
SOUTH-03	89.00	19.33 %
WEST-01	71.39	22.57 %
WEST-02	64.02	18.10 %
SOUTH ARCOT	54.74	21.06 %
CHENNAI-01	51.21	11.14 %
NORTH ARCOT	29.97	11.65 %
Total	727.92	19.54 %

SOUTH-01

Property	MTD Sales L	Brand Share %
LED TV	127.06	20.76 %
Home-The	28.97	66.46 %
Total	156.03	23.79 %

Branch *	MTD Sales L	Brand Share %
TKS2	3.91	18.51 %
SDI1	2.30	16.74 %
PKD1	2.13	15.36 %
VLY1	2.05	13.73 %
MAR1	1.32	8.65 %
ERL2	1.26	8.60 %
ASM1	1.23	12.23 %
STU2	1.18	16.48 %
APK2	1.10	10.44 %
MMT1	1.08	17.10 %
KYR1	0.83	11.36 %
SKD1	0.67	8.23 %
PDI1	0.61	10.91 %
TYI1	0.57	9.47 %
APK1	0.55	5.55 %
ARM1	0.50	7.99 %
VNR1	0.40	4.42 %
RND1	0.34	2.11 %
VKM1	0.33	4.38 %
SNL1	0.33	3.70 %
KGL1	0.22	7.04 %
COL1		0.00 %
S2SD		0.00 %
SGT1		0.00 %
TKY1		0.00 %
Total	156.03	23.79 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
LED TV	100.73	23.38 %
Home-The	9.46	42.30 %
Total	110.19	24.32 %

Branch *	MTD Sales L	Brand Share %
CH06	2.81	16.52 %
CH17	1.59	8.21 %
CH51	1.51	5.79 %
GPD1	0.67	9.23 %
CH46	0.66	14.54 %
CH31	0.58	8.10 %
CH33	0.53	5.85 %
CH34	0.41	2.83 %
CH43	0.36	3.49 %
UKI1	0.15	2.44 %
CH24	0.10	0.76 %
CH01		0.00 %
CH23		0.00 %
CH27		0.00 %
CH36		0.00 %
PON1		0.00 %
Total	110.19	24.32 %

TRICHY-01

Property	MTD Sales L	Brand Share %
LED TV	87.98	18.12 %
Home-The	13.38	57.67 %
Total	101.36	19.93 %

Branch *	MTD Sales L	Brand Share %
TNJ1	5.93	18.19 %
KUM1	5.14	15.02 %
JKM1	2.14	12.27 %
NMM1	2.04	15.19 %
MVM1	1.94	6.39 %
TTP1	1.29	10.00 %
PBR1	1.29	14.46 %
NGT1	1.16	6.16 %
PDK1	0.90	9.75 %
ORU1	0.86	10.41 %
TRY3	0.67	5.80 %
NCK1	0.62	9.75 %
TVR1	0.51	3.83 %
AYR1	0.30	3.18 %
KIK1	0.29	2.34 %
MSI1	0.25	2.82 %
APM1		0.00 %
KRN1		0.00 %
TZSD		0.00 %
WTRZ		0.00 %
Total	101.36	19.93 %

SOUTH-03

Property	MTD Sales L	Brand Share %
LED TV	74.50	17.19 %
Home-The	14.50	53.35 %
Total	89.00	19.33 %

Branch *	MTD Sales L	Brand Share %
KKD3	2.27	12.91 %
CBM1	1.61	11.42 %
TEN2	1.47	13.11 %
BNR1	1.12	17.03 %
NKI1	1.09	11.23 %
DGL2	0.99	9.50 %
MDU4	0.80	7.53 %
BTU1	0.74	14.17 %
KPT1	0.54	8.45 %
USL1	0.49	6.01 %
DKI1	0.47	5.00 %
ATG1	0.47	3.12 %
CMR1	0.37	7.40 %
SGP1	0.35	4.72 %
TPT1	0.34	4.48 %
MDU3	0.32	3.03 %
ADP1	0.31	4.16 %
MDU5	0.26	4.79 %
PVI1	0.22	2.63 %
PKM1	0.14	2.54 %
PNV2	0.12	1.63 %
MLR1		0.00 %
MPA1		0.00 %
NTM1		0.00 %
SZSD		0.00 %
TDI1		0.00 %
Total	89.00	19.33 %

WEST-01

Property	MTD Sales L	Brand Share %
LED TV	57.78	19.65 %
Home-The	13.61	61.09 %
Total	71.39	22.57 %

Branch *	MTD Sales L	Brand Share %
SUL1	1.83	18.32 %
MPM1	1.22	9.50 %
KGI1	0.93	11.32 %
PLI1	0.78	6.77 %
CNR1	0.67	5.67 %
PDM1	0.65	7.97 %
AVI1	0.36	4.75 %
GBM1	0.34	8.16 %
UMP1	0.23	3.06 %
SNR1	0.20	2.09 %
GDR1	0.15	3.92 %
PPI1	0.13	2.81 %
SYM2	0.13	1.44 %
TPR4	0.08	2.43 %
CBE3	0.08	2.39 %
DPM2		0.00 %
KGM1		0.00 %
KMD1		0.00 %
TPR1		0.00 %
TPR3		0.00 %
WHCB		0.00 %
WZSD		0.00 %
Total	71.39	22.57 %

WEST-02

Property	MTD Sales L	Brand Share %
LED TV	52.62	15.77 %
Home-The	11.41	57.12 %
Total	64.02	18.10 %

Branch *	MTD Sales L	Brand Share %
ERD2	2.78	12.08 %
NKL2	1.37	7.77 %
DPR1	1.21	16.92 %
VPD1	1.21	11.67 %
KMM1	1.14	13.39 %
ATU1	1.04	7.94 %
MTR1	0.82	17.90 %
APN1	0.79	8.23 %
PLC1	0.79	9.67 %
TCG1	0.77	10.83 %
SGI1	0.70	8.36 %
DPR2	0.65	9.77 %
HRR1	0.53	8.62 %
MCR1	0.36	4.44 %
TRM1	0.35	3.34 %
KVP1	0.20	5.28 %
CMI1	0.19	4.10 %
SLM2	0.15	1.36 %
RSP1	0.13	1.20 %
PDR1	0.13	1.87 %
BMD1		0.00 %
EDP1		0.00 %
OML1		0.00 %
WHPD		0.00 %
WZWH		0.00 %
Total	64.02	18.10 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	48.53	19.67 %
Home-The	6.21	46.84 %
Total	54.74	21.06 %

Branch *	MTD Sales L	Brand Share %
CUD1	4.78	19.29 %
TRK1	1.78	9.70 %
KML1	1.01	10.66 %
TDM1	0.70	6.35 %
KLM1	0.61	3.74 %
PRT1	0.51	4.45 %
STP1	0.32	6.44 %
VPM1	0.19	7.15 %
MKM1	0.13	1.90 %
TVM2	0.08	1.63 %
TVM1		0.00 %
ULP1		0.00 %
VCM1		0.00 %
WHUT		0.00 %
Total	54.74	21.06 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
LED TV	44.58	10.17 %
Home-The	6.63	31.06 %
Total	51.21	11.14 %

Branch *	MTD Sales L	Brand Share %
CH05	5.81	17.05 %
CH30	4.22	17.02 %
MRM1	2.63	17.94 %
CH22	1.84	13.22 %
CH49	1.50	5.92 %
SKL1	1.32	12.35 %
CH25	1.24	9.07 %
AVD1	1.20	6.48 %
CH37	0.97	12.65 %
CH39	0.82	11.01 %
GUD1	0.82	7.28 %
CH16	0.77	2.28 %
CH08	0.51	3.09 %
CH47	0.50	3.66 %
CH42	0.49	2.50 %
GUD2	0.48	5.06 %
CZWH	0.31	6.69 %
CH45	0.23	1.09 %
CGL1	0.20	1.90 %
KNR1	0.13	1.56 %
CH26	0.11	2.35 %
CH28		0.00 %
CH29		0.00 %
CH35		0.00 %
CH38		0.00 %
CH40		0.00 %
MC09		0.00 %
MC10		0.00 %
TKM1		0.00 %
WHC3		0.00 %
Total	51.21	11.14 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	24.52	10.12 %
Home-The	5.45	36.55 %
Total	29.97	11.65 %

Branch *	MTD Sales L	Brand Share %
KPM2	4.38	12.81 %
GDM1	1.76	15.22 %
SBR1	1.51	8.84 %
VEL1	1.29	10.37 %
ARC2	1.01	16.40 %
AKM1	0.96	7.24 %
WJD1	0.64	7.37 %
VSI1	0.51	4.92 %
CPT1	0.49	6.92 %
SLG1	0.38	6.35 %
CGM1	0.34	3.96 %
VNB1	0.25	2.94 %
CYR1	0.20	3.04 %
KPM1	0.16	1.91 %
ANI1	0.14	4.35 %
PLR1	0.13	2.24 %
ABR1		0.00 %
BGR1		0.00 %
PTU1		0.00 %
UGI1		0.00 %
VEL2		0.00 %
WHVL		0.00 %
WJP1		0.00 %
Total	29.97	11.65 %